

ABSTRACT

A system, computer program product and method is provided for generating sales via the Internet. The system includes a server application executed on
5 a server computer. The server application includes a web publication facility that enables sales agents via an administration interface to build and publish customized web pages, based on a series of web page templates accessible via the server application. Contact data of customers and potential customers is provided to the server application, including by operation of the customized
10 web pages that collect the contact data. The contact data is stored to a database linked to the server computer. The database provides access to sales agents to only their contact data. The server application also enables the sales agents to share data if they instruct the server application to do so. The server application also includes a sales tool facility and a communication
15 facility. The sales tool facility enables the construction via the administration interface of a variety of documents and communications based on a series of sales tool templates. The sales tool templates are designed to generate sales based on the target audience of the subscribing sales agent. The communication facility also enables the documents and communications to be
20 distributed electronically using the contact data. The computer program product consists of the server application, as well as a computer application resident on a personal computer, in another embodiment of the invention. The method consists of promoting sales generation via the Internet by publishing a customized web page using the web publication facility, collecting
25 contact data, and communicating documents and communications designed for the sales agent's target audience by means of the sales tool facility.